



Media Information

July 23, 2010

BMW to showcase 6 models and 1 concept car at the 2010 Indonesia International Motor Show.

- **“Joy is Efficient and Dynamic” the theme for BMW.**

Jakarta. BMW Indonesia presents 6 highly desirable models and 1 concept car at its BMW Pavilion at the IIMS 2010. Four of these are completely new models. One car is a closely guarded secret until its unveiling on the opening day. The mysterious BMW model is the **BMW M1 Hommage concept car.**

“We are going to sharpen our brand image and excite the public with our four new fascinating models – **BMW 5 Series, BMW Gran Turismo, BMW X1 and BMW X5M.** This motor show is significant for us as it provides the opportunity to show that BMW not only brings joy and an exciting driving experience, but BMW is also efficient and produces a lower carbon footprint,” said Ramesh Divyanathan, President Director of BMW Indonesia.

BMW Indonesia also pays tribute to its M sub-brand by bringing the **BMW M1 Hommage concept car** – as the main highlight of the show. BMW Group Design marked the 30th anniversary of the BMW M1 super sports car in 2008 by presenting a homage to this legendary model. BMW M1 Hommage is an embodiment of the competence, creativity and potential of the BMW Group Design team. The tribute exhibits an emotional design that showcases technology and integrates it into the overall aesthetics of the vehicle.

BMW Pavilion occupies an area of 362 sq meters at Hall D5, Jakarta International Expo – Kemayoran, with a fascinating display of the all-new models - **BMW 5 Series,**

BMW Gran Turismo, BMW X1 and BMW X5 M. The flagship model, BMW 7 Series and BMW core model 3 Series sedan are also on the stand.

“All the models that we present carry with them **BMW EfficientDynamics** technology, confirming our commitment and responsibility toward the environment. In another milestone in our history, we are bringing for the first time our **BMW Advanced Diesel** technology to Indonesia through our new compact Sport Activity Vehicle, the all-new **BMW X1**,” said Ramesh Divyanathan.

“Our diesel engine has a reputation for delivering superb fuel efficiency, low CO₂ emissions, generous torque at low engine speeds and the typical BMW characteristics of superior smoothness and refined engine acoustics.”

The 18th International Motor Show will be held from 23 July to 1 August 2010 at Jakarta International Expo – Kemayoran.

###

The BMW Group

The BMW Group is the world’s leading premium car manufacturer since 2005 with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

BMW in Indonesia

PT. BMW Indonesia is a wholly-owned subsidiary of Munich-based Bayerische Motoren Werke (BMW) AG in Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group’s confidence in the long-term future of Indonesia and its commitment to maintaining and extending BMW’s leading position in the premium market segment. PT. BMW Indonesia’s activities cover the wholesale of BMW cars, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 11 new car dealers and 1 used-car dealer spread out in various cities in Indonesia. Selected models of the 3 and 5 Series sedans are also assembled in Indonesia by a local partner. More information about BMW Indonesia may be found online at www.bmw.co.id.

Media Information

Date July 23, 2010

Topic BMW to showcase 6 models and 1 concept car at the 2010 Indonesia International Motor Show.

Page 3 of 3

For further information please contact:

Helena Abidin
Corporate Communications Director
Tel: +62 -21- 2992 3003
Mobile: +62-816-968 450
Email: maria.h.abidin@bmw.co.id

Roberto Sumabrata
Corporate Communications
Tel : +62-21-2992 3009 ext 21724
Mobile : +62-818-306 307
Email : roberto.sumabrata@partner.bmw.co.id